

FOR PUBLIC COMMENT SECTION, November 26, 2021

https://www.manchesterjournal.com/store-clerks-sentenced-to-probation-for-embezzling-lottery-tickets/article_11012c08-e069-11eb-a22eb39d58f10b6f.html?utm_medium=social&utm_source=email&utm_campaign=user-share

DEAR MEMBERS OF THE VERMONT CANNABIS CONTROL BOARD:

If the Vermont Cannabis Control Board is truly interested in "control", "accountability of the source/sales/revenues/taxes process for cannabis", and "efficiency" you will want to review ViaTouch Media (www.getvicki.com), how it functions, how it works, and why this technology would be effective to the distribution and retail of cannabis products in Vermont. "Vicki" is already in use by a number of cannabis companies. (Please watch the four minute video on the website.). ViaTouch (Vicki) uses advanced computer vision, Ai, analytics, and sensor fusion for advanced unattended sales, 1,000,000 times more accurate than a store clerk, 100 % auditable.

Please look at the above link about a recent news media account you probably know about: The embezzlement of lottery tickets, tobacco products at a Vermont retailer shows the potential issues which can easily arise with cannabis products. The "Vicki" protocol and functions can minimize the risks, the threats of these activities. With "Vicki", while the merchant/retailer can be the host, the platform for cannabis products, with sales transactions through "Vicki" they are one step removed from possible liability and problems. There is excellent reporting and accounting on who is buying cannabis, revenues, etc.

"Vicki" is a *smart store, a store within a store*. Presently used in a variety of retail and workplace settings which would be familiar to you, "Vicki" would enable Vermont to address:
---how to present cannabis in a way which offers education and information (through an interesting format).
---how to control who is buying the cannabis.

---how to minimize, restrict involvement by the retail host, where there maybe a potential threat, or compromise of the cannabis sale being abused, misused, or illegally transacted.

---how to prevent any pilferage, shortage, or theft of the cannabis product.

---how to insure for accurate sales accountability of the cannabis, what is put into the "Vicki" machine, what is sold, etc.

---how to develop data and artificial intelligence so that government officials can gain strategic knowledge---an ongoing picture on how the cannabis product is being distributed and sold.

As you are aware, robotics has an increasing impact for stores and retail settings. Again, "Vicki" is now present in malls, different retail settings including convenience stores, transit hubs, and workplace environments. Developed by Tom Murn over the past decade, and launched about three years ago, a number of retail operations and properties familiar to you have seen the value of "Vicki".

There have been new "tech" improvements to "Vicki" including:

---an attractive lower cost per unit (\$10,000 reduced to \$8,000).

---stronger artificial intelligence capability.

---better data capability where "Vicki" gives the retailer/vendor information about their consumer, more accuracy about inventory.

---more effective security measures (including facial recognition which promotes convenience, safeguards against fraud)

---sanitizing, sterilizing technology to meet today's COVID challenges.

ViaTouch Media's segment for high-end, upscale pricing items (which need to be secured) is all about "on the go" convenience and efficiency in the sales transaction process.

Beyond Founder/Developer/CEO Tom Murn who had a successful career for about twenty years owning/operating a New York regional market leader automatic convenience vending company---Fiserv, the world's largest CC processor, owns 7% of ViaTouch Media. And VTM's platform was written by Thomas Eck, former IBM CTO.

Some of VTM's major U.S. clients at this point include:

---COMPASS

---ARAMARK

---GOLDMAN SACHS
---7-ELEVEN
---NEW YORK PRESBYTERIAN MEDICAL CENTER
---NDA'S: INCLUDING HOTEL CHAINS, AIRPORTS, FITNESS
CENTERS

Tom Murn, Founder/CEO of ViaTouch Media would be able to make a public presentation and review details of how "Vicki" can operate in Vermont. (Perhaps, a pilot, testing several "Vicki" machines for a "case study", makes sense.)

Danny Frank
Manchester Center, Vermont

[Technology advances cashless vending machines | Fox ...](https://www.foxbusiness.com/features/technology-adv...)

[https://www.foxbusiness.com › features › technology-adv...](https://www.foxbusiness.com/features/technology-adv...)

Dec 5, 2017 — ViaTouch Media CEO Tom Murn told the FOX Business Network's Maria Bartiromo, "You can use any payment you would like Maria, credit card ...

Crain's New York

Business<<http://www.craigslist.com/article/20170416/SMALLBIZ/170419909/tom-murns-high-tech-vending-machine-could-compete-with-amazon-go-for-to-be-the-convenience-store-of-the-future-and-help-solve-retails-woes>>you ready for the next generation of vending machines? - Story ...<<http://www.fox5ny.com/news/vending-machines>>

Apr 17, 2017 -After 3 years of development, Tom Murn, who has 20 years of vending experience, introduced "Lisa", his high tech retail machine. It's called ...

P&L With Pimm Fox and Lisa Abramowicz -

Bloomberg<https://www.bloomberg.com/feeds/podcasts/taking_stock.xml?

Fledgling tech company ready to take on Amazon Go | Mobile

...<<https://www.mobilepaymentstoday.com/articles/fledgling-tech-company-ready-to-take-on-amazon-go/>>

Smart vending machine to be unveiled – Long Island Business

News<<https://libn.com/2017/11/16/smart-vending-machine-to-be-unveiled/>>

ViaTouch Media Integrates EyeLock Iris-Recognition Technology Into

...<<https://www.vendingtimes.com/articles/viatouch-media-integrates-eyelock-irisrecognition-11198>

Comhear, Inc. Forms Strategic Partnership with ViaTouch Media to

...<<http://markets.businessinsider.com/news/stocks/comhear-inc-forms-strategic-partnership-with-viatouch-media-to-embed-mybeam-directed-audio-into-industry-first-ai-enabled-retail-vending-solution-1012741195>>

Vending Operator/Technology Pioneer Tom Murn To Introduce

...<<https://www.vendingconnection.com/vending-technology-news/vending-operator-technology-pioneer-tom-murn-to-introduce-viatouch-at-nama-oneshow/>>

LI companies enter brave new world of smart vending ... -

Newsday<<https://www.newsday.com/business/technology/li-companies-enter-brave-new-world-of-smart-vending-machines-1.13466589>>

FORBES MAGAZINE

<https://www.forbes.com/sites/forbestreptalks/2017/02/16/a-vending-machine-veteran-believes-his-prototypes-can-beat-amazon-go-at-grab-and-go-shopping/>

SAN DIEGO BUSINESS JOURNAL, APRIL 17, 2018

<https://www.sdbj.com/news/2018/apr/17/vending-machine-maker-bets-you-will-select-ai/>

CHANNEL 5, WNYW TELEVISION NEWS, Are You Ready For The Next Generation of Vending?

<http://www.fox5ny.com/news/vending-machines>

[ViaTouch Media's Vicki: the new architecture of vending ...](https://www.vendingmarketwatch.com)

<https://www.vendingmarketwatch.com> › news › viatouc...

Jul 27, 2021 — Amid this worldwide retail disruption, ViaTouch Media, the niche business-to-business vending machine company behind the Vicki unattended ...

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[ViaTouch, MM Hayes enable safe, contactless transactions at ...](https://www.vendingmarketwatch.com)

<https://www.vendingmarketwatch.com> › news › viatouc...

Jan 27, 2021 — ViaTouch Media, creator of Vicki, announced that it is integrating MMH's Quickcharge platform to enable MMH customers at healthcare and hospital .